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Met Office

Met Office awarded S4C weather service contract

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From Thursday 1 December S4C viewers will see a new look to their weather service, powered by world-leading weather forecast information as part of a new contract with the Met Office. S4C is a Welsh language television channel broadcast on a range of platforms across Wales and the UK, providing six weather forecasts daily.

The new look weather service will benefit from the Visual Cortex graphics system, which has been developed by Met Office partner, Presentation Cartography. In addition, S4C has signed up to the Public Weather Media Service (PWMS), which provides weather information and support for broadcasters.

"The Met Office has credibility when it comes to predicting the weather. They collaborate with virtually every sector and industry. Broadcast is just a small part of their work," explains Steffan Griffiths, one of the presenters of S4C's weather service along with Chris Jones and Yvonne Evans.

"Chris, Yvonne and I are very excited about the graphics as we move from static symbols to graphics that move across the screen. And with access to the wealth of information that's collected by the Met Office, the potential to do different things is huge. After all, the Met Office is the best weather company and our partnership with them means that the viewer will benefit from weather forecasts of the highest quality."

S4C's new weather app and website will also be launched to coincide with the new service which means that everyone can access the latest Met Office forecast however they want. And with a dramatic increase in the number of adventure visitors to Wales, there's no doubt that the new S4C Tywydd app will be essential when wandering the mountains of Snowdonia or the coastal path in Pembrokeshire.

Tom Shapland, Head of Media and Content Partnerships at the Met Office said: "We are really proud and excited to be partnering with S4C for their new look weather broadcast service. Welsh audiences will see a real difference to the weather they receive as the new graphics system will bring to life the Welsh landscape and will deliver more engaging forecasts. In addition, S4C Tywydd website and app users will also benefit from our world leading forecasts and National Severe Weather Warnings so that everyone can prepare and stay safe, whatever the weather may bring."

S4C Factual Content Commissioner Llion Iwan said: "We can experience very different weather on the same day in Wales. So we need a weather service that can consistently provide the latest information that's correct to specific areas. It's a great example of how S4C provides a contemporary service to the whole of Wales."

Related pages

Graphics

Visual Cortex is our new Weather visualisation system which enhances the weather forecasting experience for both presenter and audience.

Links

S4C

Welsh-language channel. Available on Sky and Freeview.

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